

Northern California FALL BOAT SHOW



Power & Sail

Dear Exhibitor:

It is time to sign up for the 38th Annual Fall Boat Show at Jack London Square.

This will be a great opportunity for you to show off the early arrival's of 2010 model year, as well as getting non-current units out of your inventory.

You should be part of this presentation with your product and services.

This is the last major Boat Show of the year. Don't miss out on this chance to reach thousands of prospective customers.

2009 In Water Incentive

This year we offer a rebate incentive calculated by the amount of total linear footage per exhibitor.

The rebate works as follows:

1'	-	100'	\$30.00 per foot
101'	-	200'	\$28.00 per foot
201'	-	300'	\$26.00 per foot
301'	-	400'	\$24.00 per foot
401'	-	500'	\$22.00 per foot
501'	-		\$20.00 per foot

Example:

Exhibitor X brings boats totaling 450 feet.

The cost is as follows:

100'	@	\$30.00 per foot	=	\$3,000.00
100	@	\$28.00 per foot	=	\$2,800.00
100'	@	\$26.00 per foot	=	\$2,600.00
100'	@	\$24.00 per foot	=	\$2,400.00
50'	@	\$22.00 per foot	=	\$1,100.00
			=	<u>\$11,900.00</u>

Normal Cost \$13,500.00

Rebate Amount \$1,600.00

To qualify for the rebate the exhibitor has to adhere to the payment terms and be in good standing. The rebate will be refunded at the end of the show.

For questions regarding space allocation, please contact:

Jorgen Bateman

Phone: 916-372-4239

Cell: 916-826-0454

Email: jorgen.bateman@sbcglobal.net

We will look forward to seeing you at the Fall Boat Show in September.

Sincerely,
Jorgen Bateman
Director of Sales